Community Engagement Summary

November 3 to December 2, 2020

January 2021 (Draft)

Questions about this document? Please send an email to engage@cvilleplanstogether.com, or use the comment form on the Cville Plans Together website.

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Summary of the Process and What We Heard

Overview & Purpose

Cville Plans Together is an opportunity for the community to actively participate in updating the future vision for the city, with a focus on equity and affordability.

From November 3 through December 2, 2020, the goals of community engagement efforts were to:

» **Seek feedback** on the draft Affordable Housing Plan and draft initial revisions to the Comprehensive Plan.
» **Continue building a network and connections** in the Charlottesville community and bring people into the process.

This document provides an overview of activities and input received.

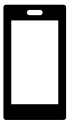
Community input opportunities included…

Submitting written comments via emails, letters, and the website comment form

» *We* received *45 letters, emails, or website comment form submissions from approximately 20 individuals and several organizations.*

Participating in webinar polls and Q&A sessions

» *There* were *83 webinar attendees, and over 100 views of the YouTube meeting recordings.*



Completing the community input survey

» *We received 274 responses to the web survey.*

Drop-In "Office Hours" to share comments with the consultant team

» *There was one participant in the office hours.*

Toll-free phone line to record input

» *We received several calls but no recorded comments.*

Participation during other meetings, including the project Steering Committee and Council/Planning Commission

Overview of Community Input Received

While there was general support for the direction of the draft Affordable Housing Plan and draft initial Comprehensive Plan revisions, there were many types of issues considered by the community in the review of all materials. Common themes from written comments, discussions during webinars and other meetings, and the survey include:

Affordable Housing Plan

- Additional strategies for affordable home ownership.
- Comments related to funding commitments and subsidies.
- Concerns about potential impacts of land use recommendations on certain communities, including concerns about potential displacement.
- Consideration for housing needs for all – related not only to income and race, but also age, health status, previous incarceration history, etc.
- General interest in seeing how the land use strategies will be reflected in the future land use map and zoning rewrite.

Comprehensive Plan

- The importance of multimodal transportation especially related to housing and connections to jobs and amenities.
- Recognition of the need to address climate change and energy use, including through transportation and the built environment.
- Questions and comments about scale and density of development throughout the city.
- Comments related to potential zoning revisions.
- Comments related to community culture, including a desire to see people who work and own businesses in Charlottesville considered as part of the Charlottesville community, in addition to residents.

Overview of Input from Other Meetings

Planning Commission & Council Joint Work Session (11/10/2020) – Recording here

- How was the annual funding amount developed, questions about allocations
- Equity implications of funding allocations
- Governance – conflict of interest, roles of different groups
- Reporting requirements for spending
- Discussion about by-right development and affordability requirements, including concerns about potential displacement
- Collaboration with County in urban ring
- Zoning vs. current land use – more "soft density" exists than shown in zoning
- Homeownership needs

Cville Plans Together Steering Committee Meeting (11/23/2020) – Recording here

- $10M in annual funding – how it would be allocated, where funds would come from
- Tax relief for homeowners, downpayment assistance, and other incentives for building homeownership
- Rent relief for tenants
- Environmental sustainability
- Diversity and representation in governance (HAC, funding allocation, etc.)
- Importance of measuring success
- Discussion about soft density and impacts on affordability

Process Overview

BACKGROUND

Cville Plans Together is an effort to continue and finalize updates to the Comprehensive Plan (the city's guiding document for land use and development), followed by an update to the city's zoning ordinance. It includes a detailed Affordable Housing Plan, which describes goals, priorities, and implementation strategies which will be incorporated into the Comprehensive Plan update.

More information about the Consultant Team for Cville Plans Together can be found at cvilleplanstogether.com/about/.

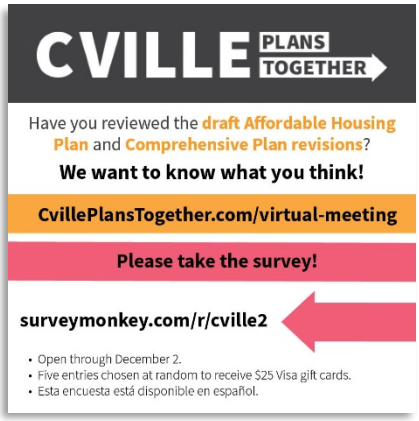
PURPOSE

The goal of the November 2020 community engagement efforts was to share the draft Affordable Housing Plan and draft initial revisions to the Comprehensive Plan. We also wanted to continue building a network and connections in the Charlottesville community and bring people into the process. Due to COVID-19, the city and consultant team were required to continue adapting the process to utilize safe, physically-distanced methods of community engagement.

SUMMARY OF ACTIVITIES

Outreach

To make community members aware of the process and the input opportunity, the city and consultant team utilized many outreach tools.


CVILLE PLANS TOGETHER
Have you reviewed the draft Affordable Housing Plan and Comprehensive Plan revisions?
We want to know what you think!
CvillePlansTogether.com/virtual-meeting
Please take the survey!
surveymonkey.com/r/cville2
• Open through December 2.
• Five entries chosen at random to receive $25 Visa gift cards.
• Esta encuesta está disponible en español.

- A virtual meeting page on the website served as the hub for information about all available materials and upcoming events.
- The team provided frequent updates through **social media accounts** (Instagram, Facebook, Twitter), **email blasts** (via existing City lists and a new Cville Plans Together list), **press releases**, and **direct emails and phone calls** with community organizations and individuals.
- The consultant team and Peer Engagers **distributed flyers** in electronic and print form, in English and Spanish. You can download a flyer here: English | Español/Spanish
- **Social media advertisements** (Facebook and Instagram) were used to further build community awareness.
- The **toll-free phone** line was updated with new overview information (Spanish/English).

Gathering Input

Input on the draft Affordable Housing Plan and draft initial Comprehensive Plan revisions was gathered in several ways, as described below.

Letters, Emails, and Website Comments

We received approximately 45 letters, emails, or website comment form submissions from approximately 20 individuals and several groups.

Webinars

The consultant team conducted four webinars – two focused on the draft Affordable Housing Plan and two focused on draft Comprehensive Plan revisions (with a summary of May-June engagement findings). In addition to covering materials on these topics, the team also shared information about other ways to participate in the process.

- Webinar Topic: Draft Affordable Housing Plan
  - View presentation slides here
  - November 11, 2020 (Wednesday, 6:30-8:00pm) – Recording (YouTube) – 28 attendees, 56 views of recording on YouTube (as of December 2)
  - November 17, 2020 (Tuesday, 6:30-8:00pm) – Recording (YouTube) – 23 attendees, 13 views of recording on YouTube (as of December 2)
- Webinar Topic: Draft Comprehensive Plan revisions and summary of May-June engagement
  - View presentation slides here
  - November 14, 2020 (Saturday, 10-11:30am) – Recording (YouTube) – 15 attendees, 24 views of recording on YouTube (as of December 2)
  - November 18, 2020 (Wednesday, 6:30-8:00pm) – Recording (YouTube) – 17 attendees, 11 views of recording on YouTubed (as of December 2)

Survey

To gather input on the draft Affordable Housing Plan and draft Comprehensive Plan revisions, a community survey was open from November 2-December 2, and was available in English and Spanish. 274 responses were received, all on the English survey. The survey was distributed electronically via email, press release, social media, posting on the City and project websites, and other methods.

Drop-In "Office Hours"

There were three 1.5 hour Zoom "drop-in" sessions available. During this time, the Consultant Team was available to receive and discuss comments via phone or via Zoom video chat. There was one participant in the drop-in office hours.

Phone Line

There was a toll-free phone line available, with messages in English and Spanish. Though there were several calls made to the toll-free phone line during the comment period, no comments were recorded.

Meetings

There were two meetings at which the Consultant Team discussed the draft Affordable Housing Plan and received additional input. Though these meetings were focused on gathering input from specific groups (Council, Planning Commission, Steering Committee), they were open to the community to join.

- Joint City Council-Planning Commission Work Session (November 10) – Recording here (search for "Joint Session 11/10/20")
- Cville Plans Together Steering Committee Meeting (November 23) – Recording here

HOW HAVE WE USED AND HOW WILL WE USE INPUT?

The remainder of this document contains a summary of the input received. The city and consultant team have used, and will continue to use, this and previous input to:

- Refine the draft Affordable Housing Plan
- Refine Comprehensive Plan Guiding Principles and topic-specific Vision Statements
- Revise the goals and strategies within the Comprehensive Plan to align with the revised Guiding Principles and Vision Statements
- Revise the Future Land Use Map in the Comprehensive Plan to align with the updated Comprehensive Plan principles and visions and the revised Affordable Housing Plan

Webinars

There were two webinars for the draft Affordable Housing Plan and two for the draft initial revisions to the Comprehensive Plan. For each webinar, the team shared a presentation with an overview of the draft Affordable Housing Plan. Input was gathered via polls and Q&A throughout the presentation. Poll results are shown below, combined for both events.

AFFORDABLE HOUSING PLAN WEBINARS

Polling Results

Of the governance structures described in the draft plan, what are the two you feel are most critical to achieving housing affordability? (select no more than 2)	
Establish standardized funding processes for affordable housing grant and loan awards	17
Enhance city staff capacity	15
Reform the structure and function of the Housing Advisory Committee (HAC)	12
Create a Charlottesville Affordable Housing Fund (CAHF) Committee	10

From the draft recommendations, what do you view as the top two financial commitments that Charlottesville should make to address housing needs? (select no more than 2)	
Target funding towards extremely low-income households	16
Dedicate $10M per year to fund affordable housing	15
Make a commitment to sustain this [$10M] level of funding for ten years	13
Clearly identify overall housing expenditures	8

Which of the recommended land use tools do you view as most critical to creating housing affordability? (select 1)	
Create a mandatory inclusionary zoning policy to increase the production of affordable housing units as a portion of all new development.	12
Change the City's zoning to allow "soft density" in single family neighborhoods while limiting displacement of low-income communities.	7
Change multifamily zoning and development processes to increase multifamily housing production and expand feasible by-right development	5
Increase the flexibility to permit Accessory Dwelling Unit development and provide public funding to support affordability.	3

Which direct-to-tenant rental assistance tool from the draft plan do you view as most critical to furthering housing affordability? (select 1)	
Tenant-Based Vouchers	21
Emergency Rental Assistance	4

Which homeownership affordability tool from the draft plan do you view as most critical to furthering housing affordability in Charlottesville? (select 1)	
Down Payment Assistance & Shared Ownership Equity	14
Owner-Occupied Rehabilitation Assistance	7
Single Family Infill Development	2
Property Tax Relief	2

Which rental affordability tool from the draft plan do you view as most critical to furthering housing affordability in Charlottesville? (select 1)	
Gap Funding Low-Income Housing Tax Credits (LIHTC)	10
Preservation Fund	6
Land Bank	6
Public Housing Redevelopment	3

Identify the tenants' rights policy from the draft plan that you feel is MOST critical to furthering housing affordability. (select 1)	
Enhanced tenants' rights for developments receiving City funding	11
Rent Control	10
Right to Counsel	7
Just Cause Eviction	1

Summary of Comments and Questions about the Draft Affordable Housing Plan

Questions and comments from both webinars are summarized here by topic; all comments, questions, and responses can be found in Appendix A.

- Funding
  - How did the consultant team arrive at the $10M number for funding?
  - What are the tax implications of the proposed $10M in annual funding? What would be the fiscal impact on the city?
  - Consider funding for nonprofits that can leverage public funding with private fundraising and volunteerism.
- Governance
  - Housing Advisory Committee (HAC) is laden with conflicts of interest; it should be dissolved and replaced with a new non-partisan 3-5 group.
  - Three companies who received a great deal of funding from the City have a great deal of influence upon the HAC.

- Land Use
    - Focus more on land use and less on funding.
    - Please define “soft density”. How is the consultant team proposing to use it?
    - Where would the multifamily go; which zoning districts?
    - When will a draft land-use plan map be provided that considers the implementation of some of these housing tools?
    - Doesn’t housing cost depend on the amount and type of supply?
    - Wouldn’t a greater supply of soft density units provide more options to residents than LIHTC developments?
    - Wouldn’t low-income family/individuals in predominantly BIPOC [Black, Indigenous and People of Color] neighborhoods benefit from soft density that could create income?
    - Are there recommendations to help prevent more density from driving displacement and gentrification, especially in already lower-income neighborhoods?
    - Do potential impacts include a look at unintended consequences (such as demolition in some more affordable neighborhoods in order to build larger buildings)?
    - Couldn’t people demolish existing houses to build a duplex/triplex/quadraplex for rentals? What would ensure that these include affordable units? Or are you hoping that the additional supply would simply reduce the rate of rental increases?
    - If the land use strategies presented could have negative consequences on our most vulnerable people and neighborhoods, then why are they being considered?
    - There are contradictory elements in the plan. Property tax relief for low-income residents sounds great but I thought the strategy was to avoid strategies, like up zoning, that would threaten these people.
    - Do you have any recommendations on avoiding “back door” gentrification whereby projects and or developments raise the tax burden on generational type homes?
    - Can the consultants make an educated guess as to how many affordable units could be achieved with these land use recommendations? The impact to historic neighborhoods is irreversible. Many of our more vulnerable historic neighborhoods, though nationally recognized, are not protected from demolitions at the local level.
    - Are you really recommending replacing single family neighborhoods with apartment-filled neighborhoods?
    - Why isn't the reclaiming and repurposing of the city's under-utilized industrial and car-dominated landscapes, particularly along its corridors that have been slated for growth since the 2000 Torti Gallas corridor study and every Comprehensive Plan update since (2001, 2007, 2013) in the form of small area plans, considered an affordable housing strategy? You can't expand the supply of affordable housing needed just by adding missing middle housing into single-family housing zones.

- Subsidy
    - Do you include long-term real estate tax abatement programs to promote affordable housing development?
    - I'm disabled and I was standing in the line for years for a tenant voucher. My pension is $1,199, and my rent is $1,140. Is this considered as an emergency situation as emergency help toward rent?
    - I applied through the social services housing for a Section 8 voucher. I've been there for quite a few years. They said it's a lottery-based system – they're not going by the line, they're going by the random number and then they select the person. Is that true? If that's true, is it fair? Some people wait for years.
- Tenants' Rights
    - What tenant rights could Charlottesville have outside of public housing?
    - On the state level, there is no authority for tenant rights and landlord tenant law written in favor of landlords. How can you propose tenant rights (outside of public housing) without changing state law?
    - Please contact Chip (John) Dicks, the legislative liaison to the Virginia legislature regarding enabling legislation in the context of Virginia's Landlord Tenant Act.
- General/Other
    - Want to see recommendations related to advocating for state/federal policy changes.
    - A regional approach to income building is especially important, or else low-income folks from throughout the region will continue to need subsidized housing in the city.
    - If the private sector puts land into a public-private partnership, investor and city investment could produce multiple types and forms of affordable and mixed income housing. Is the intellectual infrastructure for PPP in place in Charlottesville?
    - Are there any thoughts about "second chance" housing for folks coming home from serving their time in prison? It's difficult for folks with felonies to find housing.
    - Do you address homeless housing?
    - Does your report envision an optimal population or suggest that the City should provide housing for anyone who wishes to live there in whatever type of housing he wants at the price he can afford?
    - How do you consider transportation in supporting affordable housing and making sure that people in affordable housing have access jobs, grocery stores and etc.?
    - Who are you all and how was this group established? Are you all Anglo American?
    - How did you determine the three initiatives? Research? City directive? Community input? Specifically, how did you determine the zoning initiative prior to the zoning phase of the studies?
    - Are you going to consult with UVA at all about creating more affordable housing options in the Charlottesville community? I know that off campus student housing can affect the market by increasing prices and primarily marketing to typically affluent

students, thus taking more affordable options away from permanent members of the community.

- Do you define 'gentrification' with having racial connotations?
- The same author who did the Housing Needs Assessment (i.e., the Form Based Code Institute and Partners for Economic Solutions) also studied and recommended a synthetic tax increment finance district (TIF) as a way to target a % of the real estate tax revenue from private redevelopment into the Charlottesville affordable housing fund automatically and annually. This strategy was applied to four build out scenarios on the Ix property within the Strategic Investment Area and it generated enough revenue to fund 99 rental vouchers for very low-income households. Was this explored, and if not, why? If it was, then why wasn't a synthetic TIF included in this set of tools?

COMPREHENSIVE PLAN WEBINARS

Polling Results

Which of the May and June activities did you participate in? (select all that apply)	
Survey (online or paper)	8
Webinars	6
Small-group discussions	4
Sent comments via email	2

Which two guiding principles do you think have the most need to be addressed throughout the plan? (select up to 2)	
Environmental Stewardship & Sustainability	10
Equity & Opportunity	10
Local & Regional Collaboration	5
Connections & Access	5
Community Culture & Unity	5

Which two chapters contain the items that you are most passionate or concerned about? (select up to 2)	
Land Use, Urban Form, & Historic Preservation	13
Housing	8
Community Engagement & Collaboration	6
Economic Prosperity & Opportunity	4
Environment, Health, & Energy	4
Transportation	4
Community Facilities & Services	0

Summary of Comments and Questions about the Draft Initial Revisions to the Comprehensive Plan

Questions and comments from both webinars are summarized here by topic; all comments, questions, and responses can be found in Appendix A.

- Land Use, Urban Design, and Historic Preservation
    - What does human-scale mean? What things are not human scale?
    - The term "human scale" is often misused to argue against much needed efficient land use in urban areas.
    - Please explain how you balance "human scale" with increased density and increase height in downtown areas. It can be read minimizing building height & density.
    - Is greater density a fundamental requirement for affordable housing, and if so, can higher density and appropriate urban form (i.e., scale) be achieved simultaneously?
    - Are neighborhoods able to vote on proposed zoning changes for their region?
    - Isn't the best place to increase density the low-density zones?
    - The current draft is silent on the topic of reclaiming, repairing, and reimagining areas in the city (and county) now dominated by auto-centric and aging industrial sites via neighborhood-focused and people-driven small area plans (aka urban development areas required by the state's Smart Scale funding.) Such sites are often the results of urban renewal from 60 years ago that destroyed Black neighborhoods and walkable, block and street networks. Such an approach is a principle of Equitable Smart Growth. Should this be a statement of principle, a goal, or a strategy?
    - How does this proposal clearly and explicitly address the patterns of segregation that was reinforced through Jim Crow housing patterns and model employing concentrations of density of incomes?
    - Can you explain what "infill" means?
- Environmental Stewardship & Sustainability
    - When talking about climate, we need to be able to respond to drastically changing conditions (including emergencies).
    - With climate change, I think you should focus on a goal for 2030, not 2050.
- Community Engagement & Collaboration
    - In the community engagement section, is there anything like programs for educating regular about how cities are made and how to be more involved? I have seen "Planning College" and the like in other places.
    - Can you explain a little bit the efforts made to reach out to those in public housing?
    - Have you met directly with any neighborhood associations?
    - Who are your peer engagers, or where can I find their names? Are the peer engagers being paid?
- Housing

    - Housing costs are increasing for everyone at all price points. Increasing tax valuations make both, rental and owner-occupied housing more expensive. How will that be addressed?
- Economic Prosperity & Opportunity
    - Shouldn't there be a guiding principle that recognizes the interests and needs of businesses in order to ensure economic vitality, prosperity, and opportunity?
- Community Facilities & Services
    - Is there data to show the emergency response time for certain areas?
- Implementation
    - Will there be an implementation chapter, with performance measures?
    - Will there be a future "equitable and sustainable development" map that identifies the areas that need more grassroots, fine grained planning?
- General/Other
    - What will happen to the four small area plans already completed?
    - Is there a glossary page(s) that defines all the terms: e.g., human scale, equitable, well utilized, density, etc.
    - Are any of you on the consulting team Charlottesville residents?
    - A majority of the steering committee members are UVA associated. Have you analyzed that membership impact/influence?

Email Comments, Web Comment Form Submissions, and Letters

From November 3 to December 2, the Cville Plans Together team received approximately 45 letters, emails, or website comment form submissions from approximately 20 individuals and several groups, including:

- The Housing Advisory Committee
- A group of organizations identifying as "Cville Homeownership Advocates" (comprised of Charlottesville Albemarle Affordable Housing Coalition, City of Promise, Community Investment Collaborative, Habitat for Humanity Homeowner Council, Interfaith Movement Promoting Action by Congregations Together, Monticello Area Community Action Agency, and New Hill Development Corporation)
- Preservation Piedmont
- Charlottesville Low-Income Housing Coalition (CLIHC)
- Venable Neighborhood Association Board
- Southern Environmental Law Center
- Charlottesville Area Association of Realtors (CARR)

All emails, letters, and web comment form submissions can be found in Appendix B. General topics covered in the emails, letters, and web form submissions included:

- General
    - Comments and concerns related to the clarity of terminology in the draft Affordable Housing Plan, draft Comprehensive Plan revisions, and November-December 2020 survey.
    - Concerns about the impacts of COVID-19 on the Cville Plans Together process, including a perceived lack of community conversation, and comments about potential tools that could make it easier for the community to be involved.
- Accessory dwelling units
    - Comments against the inclusion of accessory dwelling units in the city.
    - Comments in support of the use and expansion of accessory dwelling units in the city, including partnership ideas.
    - Comment supporting removal of an owner-occupancy requirement for accessory dwelling units.
    - Comments supporting maintenance of the owner-occupancy requirement for accessory dwelling units.

- Affordable Housing Plan Funding
    - Questions and concerns about the proposed $10M in annual funding, including the funding allocation, and the potential need for more funding to address affordable housing issues.
    - Support for 99-year mandatory affordability terms for any city-funded projects.
    - Comment related to a structure for a regional housing fund.
    - Comment about the City budget number provided in the draft Affordable Housing Plan.
- Affordable Housing Plan Governance
    - Concerns related to the Charlottesville Housing Advisory Committee and potential conflicts of interest.
    - Concerns about regional cooperation, and the role of UVA, Albemarle County.
- Other Housing Topics
    - Comment related to land bank implementation.
    - Comment encouraging a smaller set of targeted housing affordability strategies.
    - Comment about the de-commoditization of land and housing.
    - Comments about the need to recognize income/wealth-building as part of the affordability conversation, including more recognition for wealth-building via homeownership (including subsidies for homebuyers, and considerations for building homeownership at all income levels).
    - Comment about potential housing programs to explore, including landlord databases and responses to unhealthy housing situations.
    - Comment about amenities included in affordable units.
    - Comments with general support for the approach in the draft Affordable Housing Plan.
    - Comment in support of developing a “strike fund” to help prevent mass displacement.
    - Comment encouraging holistic approaches to affordability that include transportation and economic mobility tools.
    - Comment about the need for more housing for homeless people.
    - Comment about the need for property inspections, with concerns about potential displacement that could cause.
    - Comment in support of focusing on rentals for 40% AMI and below.
    - Comment suggesting that collaborating with landowners and developers should be considered along with collaboration with advocates.
    - Question about using a synthetic Tax Increment Finance District strategy.
    - Question related to the location of public housing within the city.
    - Question about landlord discrimination based on the source of funding.
    - Concern that the draft Affordable Housing Plan produces opposition between affordable housing and other housing types.
    - Concern about the effectiveness of the draft Affordable Housing Plan.

  - Concern that the draft Affordable Housing Plan downplays the potential utility of zoning changes.
  - Comment against allowing cash payments in lieu of building affordable units on-site.
  - Comment about using emergency rental assistance for court mediation, not as funding to landlords.
  - Comment about promoting alternative living arrangements, such as co-living, cooperative housing, tiny homes, etc.
  - Concerns about the potential use of rent controls.
- Zoning and land use
  - Comment against downzoning.
  - Comment about the need to tie "soft density" land use changes to affordability requirements.
  - Questions about when a land use map will be prepared, and concerns about considering multifamily housing and "soft density" in the absence of a draft land use map.
  - Comment that the draft Affordable Housing Plan should include removal of protracted discretionary reviews.
  - Comment about including public education related to land use as a strategy.
  - Request that the Comprehensive Plan recognize not only the districts that have received recognition from the State Department of Historic Resources but also those that are eligible to be recognized as State or Federal Districts of historic significance.
  - Comment encouraging place-based planning that identifies specific places in the city where infill construction, new height, and more density can be accomplished without displacement, environmental degradation, loss of historic buildings, and in areas that are in close proximity to parks, trails, schools, and employment centers.
  - Comment opposed to changes to setback requirements.
  - Comment encouraging any changes in zoning height to take into account what is standard in the neighborhood.
  - Concerns about allowing "soft density" (duplexes, triplexes, quadplexes) citywide.
  - Comment in support of targeted increases in density and incentives for affordable housing, rather than blanket by-right increases in density.
  - Comment encouraging more specifics about the protection of historic buildings, streetscapes, and neighborhoods, and adequate funding for preservation planners.
  - Comment encouraging consideration of what is actually feasible for the development community in terms of inclusionary zoning.
  - Concerns about who would be impacted by potential taxes to raise funding for housing.
  - Comment noting that the SUP process is uncertain, expensive, and time consuming.

    - Comment urging recognition of mixed-income neighborhood development opportunities.
- Displacement
    - Concerns about displacement of Black residents.
    - Comment encouraging inclusionary zoning language that takes into account displacement, the costs of increased density, and quality of life.
    - Comment about the need to reclaim, repair, restore, and reimagine the land in the city, including considerations related to displacement of Black residents.
    - Comment related to the preservation of existing affordable units in the face of potential development pressure, and concerns that zoning changes would lead to major changes in both affordability and character in neighborhoods.
- Environment/Sustainability/Climate
    - Comment about the importance of combating climate change and increasing the tree canopy.
    - Comment about the importance of protecting the Rivanna River.
    - Comment in support of the inclusion of energy efficiency in housing rehabilitation.
- Comprehensive Plan – General
    - Comments about the need for implementation measures for the Comprehensive Plan, and accountability for implementation, including the collection of housing-related data.
    - Comment about including innovation and technology in our planning efforts.
    - Comment about focusing on economic inequality instead of racial equity.
    - Information related to prior Small Area Plan processes.
    - Comment about including “immigration status” related to the Equity & Opportunity guiding principle.
    - Comment about explicitly including Participatory Democracy in the Comprehensive Plan.
    - Comment about recognizing the Vinegar Hill community and including revitalization efforts.
    - Comment about promoting a reduction in animal protein and the promotion of plant-based diets, through tax incentives, policies that help support businesses in this field, and land use efforts.

Survey Results

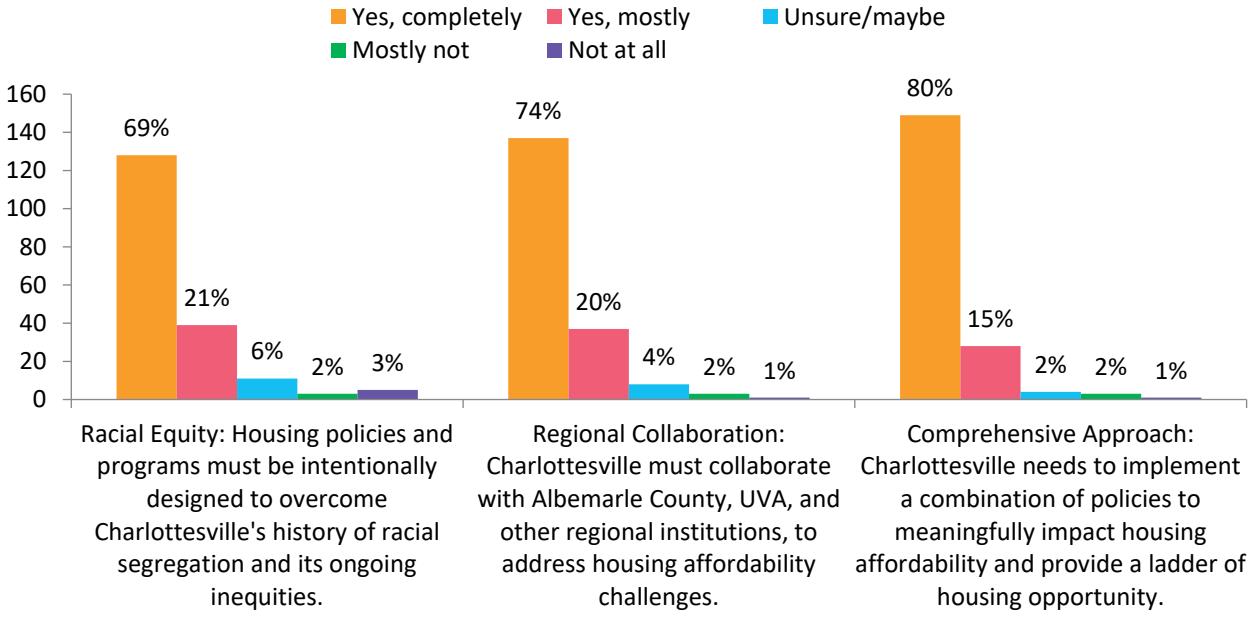
The survey was open November 3 through December 2, 2020. All survey questions were optional. Unless noted otherwise, each of the following charts/tables show a breakdown of all 274 responses. All survey responses (excluding contact information) can be found in Appendix C.

QUESTIONS ABOUT THE DRAFT AFFORDABLE HOUSING PLAN

Related to the draft Affordable Housing Plan, the survey contained a link to the full plan, as well as the Guiding Principles and five high-level recommendations.

Question: Do you agree that this Guiding Principle is important for the Affordable Housing Plan?

The chart below does not include the 88 survey respondents who did not respond to this question.



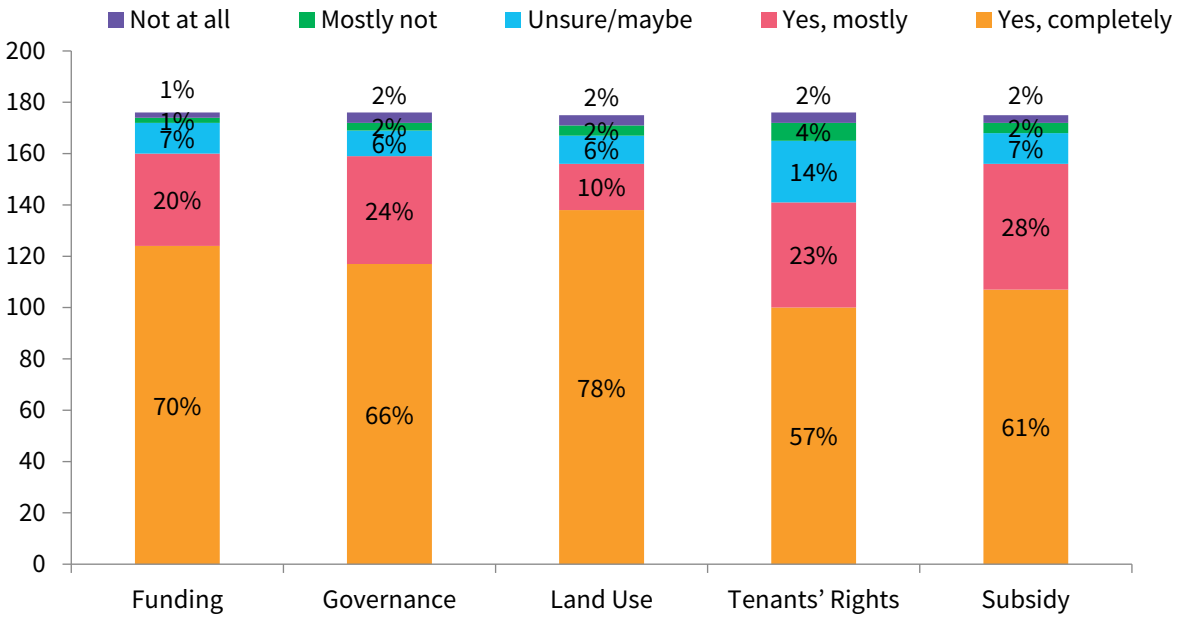
Question: If there anything you would like to see changed for these Affordable Housing Plan Guiding Principles, or you have other questions or concerns, please tell us here.

The consultant team used a coding system to tag open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments is provided; the number of responses within each theme (with 2+ responses) are shown in the charts that follow.

THEMES	# RESPONSES
Housing for all - including considerations related to age, health status, previous incarceration history, etc.	15
Support for housing affordability (in general)	12
Affordable homeownership opportunities	8
Less focus on regional collaboration	7
Support for focus on racial equity	6
Concern about focus on racial equity	6
More housing (rental or otherwise)	5
Zoning revisions	5
Focused regional cooperation (Albemarle County)	4
Focused partner collaboration (UVA, others)	4
Increase density/housing options	4
Regulatory reform	4
Displacement concerns (as result of policies, density increases)	4
Climate change	3
Quality of housing	3
Development character and form	3
Equitable access to jobs	3
Do not support rent control enabling proposal	3
Focus on full "housing ladder"	2
Affordable rental opportunities	2
Streamlined regulatory processes	2
Senior housing concerns	2
Public access to more info. about housing	2

Question: Do you agree that this recommendation is a priority for the Affordable Housing Plan?

The chart below does not include the 98 survey respondents who did not respond to this question.



Question: Is there anything you would like to see changed or added to these five general recommendations for the Affordable Housing Plan? Please feel free to elaborate on your responses below, or share other questions or concerns. Though they are not shown on this page, if you would like to provide feedback about the detailed recommendations found in the full draft of the Affordable Housing Plan, please share that input here as well.

The consultant team used a coding system to tag open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments is provided; the number of responses within each theme (with 2+ responses) are shown in the charts that follow.

THEMES	# RESPONSES
Affordable homeownership	10
Zoning revisions	10
CAHF funding / public funding	10
Subsidies	9
Affordability (general)	8
Increase density	7
Racial equity / equity	7
Quality of housing	6
More housing (rental or otherwise)	5

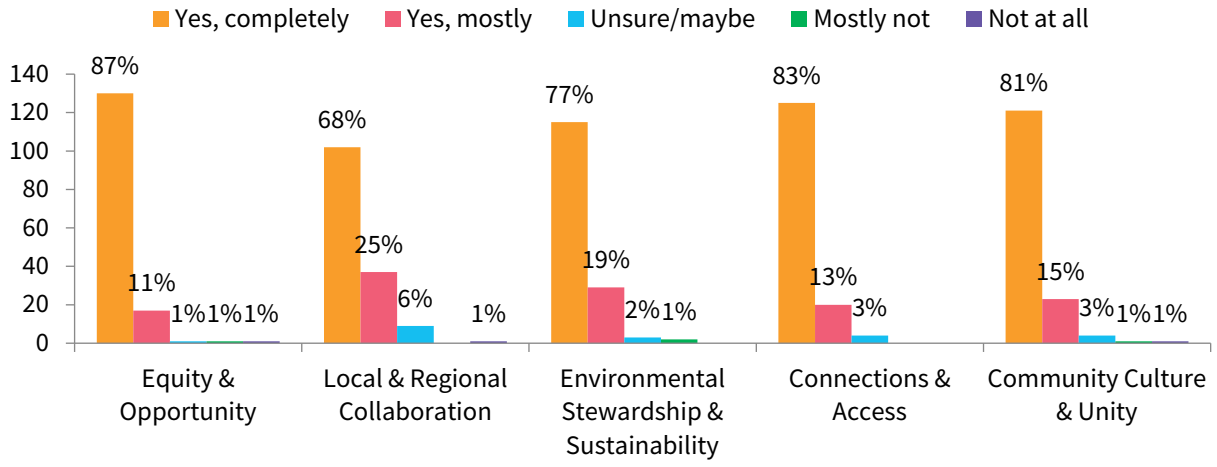
Tax considerations	5
Environmental sustainability	4
Affordable rents	4
Accessory dwelling units	4
Regulatory reform	4
Housing for all	3
Governance	3
Streamlined regulatory processes	3
Inclusionary zoning	3
Development character and form	3
Do not support rent control enabling proposal	3
Tenants' rights	3
Climate change	2
Energy cost and/or renewable energy	2
Focused partner collaboration (UVA, developers, others)	2
General support for land use recommendations	2
Eliminate parking minimums	2
Displacement concerns (as result of policies, density increases)	2
Preservation	2
Financing options for development	2

QUESTIONS ABOUT THE DRAFT INITIAL COMPREHENSIVE PLAN REVISIONS

For the Comprehensive Plan Guiding Principles and Vision Statements, full text was included in the survey.

Question: Do the Comprehensive Plan Guiding Principles align with your priorities for the future of Charlottesville?

The chart below does not include the 124 survey respondents who did not respond to this question.



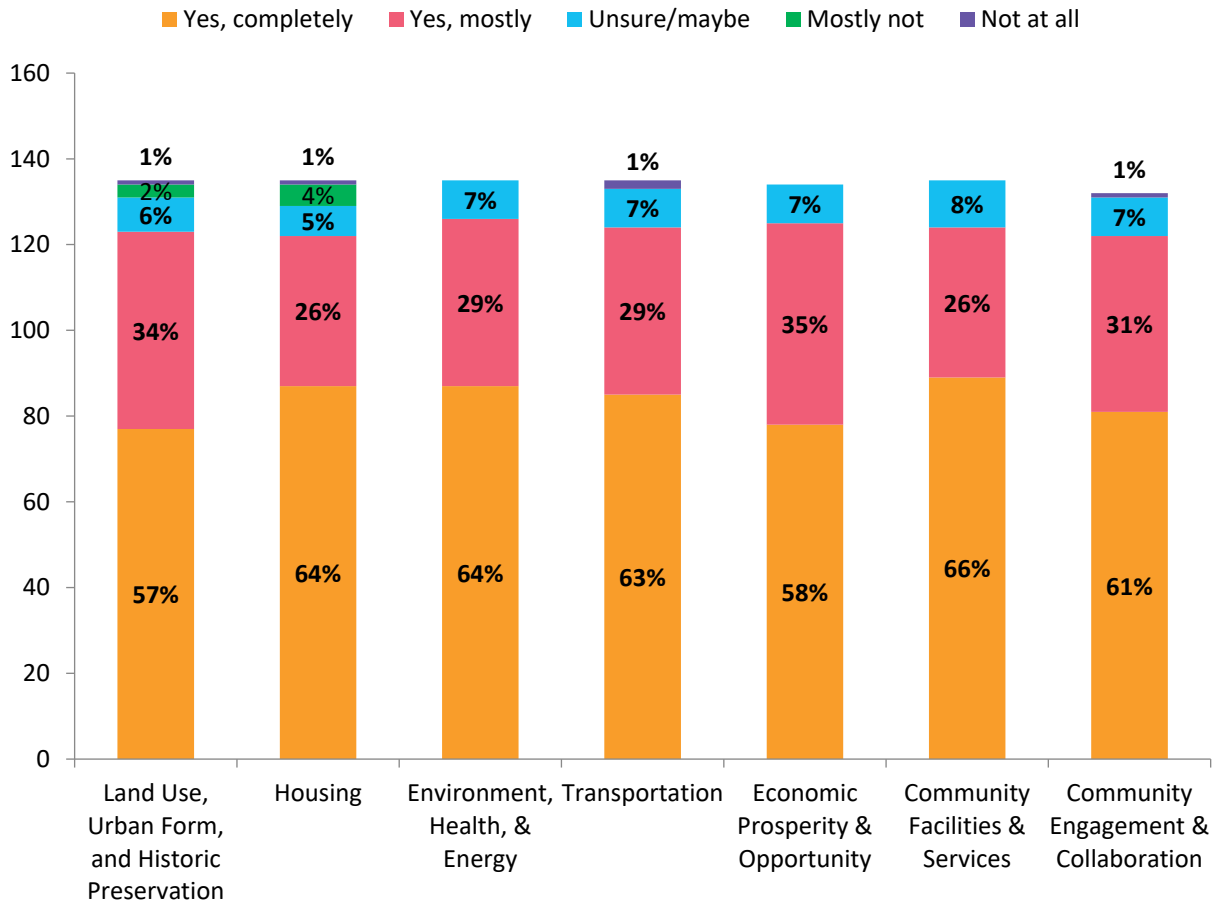
Question: Is there anything missing in these Guiding Principles, or anything you'd like to see more clearly stated? Please feel free to elaborate on your responses below, or share other questions or concerns.

The consultant team used a coding system to tag open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments is provided; the number of responses within each theme (with 2+ responses) are shown in the charts that follow.

THEMES	# RESPONSES
Multimodal transportation & networks	10
Climate change	9
Create a welcoming environment for all - residents, visitors, people who work in Charlottesville, businesses, and property owners	7
Community culture	7
Reduced greenhouse emissions	6
Improve public transportation	6
Equity / wealth of citizens	6
Land use reforms / density increases	5
Renewable energy	4
Racial / reparative equity	4
Implementation Issues	4
Affordable housing	4
Community engagement	4
UVA concerns	3
Resilience	2
Highspeed broadband	2
Community safety	2
Location efficiency	2
Historic preservation	2
Diverse community and neighborhoods	2

Question: Do the proposed Vision Statements listed above align with your vision for the future of Charlottesville?

The chart below does not include the 139 survey respondents who did not respond to this question.



Question: Is there anything missing or anything you would like to see changed in these Comprehensive Plan Vision Statements? Please feel free to elaborate on your responses below, or share other questions or concerns.

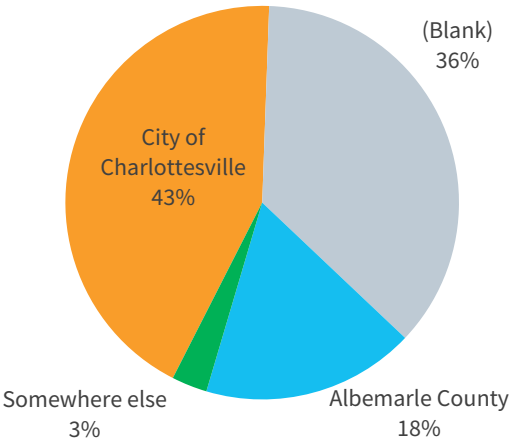
The consultant team used a coding system to tag open-ended responses for analysis. Each response was tagged with one or more "themes" characterizing the content of the comments is provided; the number of responses within each theme (with 2+ responses) are shown in the charts that follow.

THEMES	# RESPONSES
Multimodal transportation & networks	14
Emphasis on affordability (in general)	14
Improve public transportation	7
Address potential conflicts between historic preservation and urban design goals	7
Climate change	5
Equity/ wealth of citizens	5
Community engagement	5
Tax considerations	5
Renewable energy / energy efficiency	4
Creation of safe community	4
Historic preservation	4
Implementation issues	4
Reduce greenhouse emissions	3
Eliminate parking minimums	3
Business opportunities and business-friendliness	3
Location efficiency	3
Diverse community and neighborhoods	3
Community facilities and services	3
Public safety	3
Role of Albemarle County	3
Clean air / water	2
Sustainability	2
Green infrastructure	2
More trees	2
Affordable transportation	2
Development character and form	2

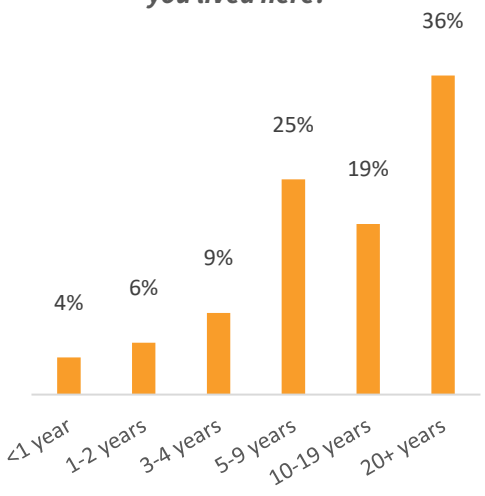
WHERE DO RESPONDENTS LIVE?

43% of respondents live in the City of Charlottesville. 62% of those respondents have lived here 10 or more years.

Where do you live?



If you live in Charlottesville, how long have you lived here?

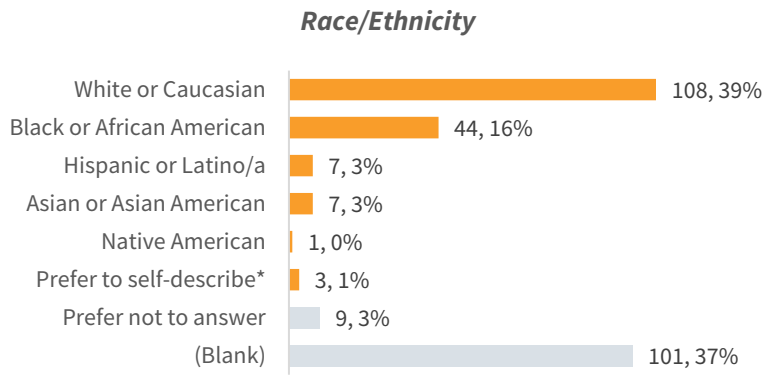


Neighborhood	% of 118 residents	# people
Belmont	13.6%	16
Fifeville (+ Cherry Avenue*)	9.3%	11
10th & Page	7.6%	9
Fry's Spring	5.9%	7
North Downtown	5.9%	7
Greenbrier (+ Meadowbrook Heights*)	5.9%	7
Martha Jefferson	5.1%	6
Rose Hill	5.1%	6
Barracks/Rugby	4.2%	5
Johnson Village	4.2%	5
Ridge Street	4.2%	5
Jefferson Park Avenue	3.4%	4
Locust Grove	3.4%	4
Venable	3.4%	4
Woolen Mills	3.4%	4
The Meadows (+ North Berkshire Road*)	3.4%	4
5th Street*	2.5%	3
Greenleaf Park	2.5%	3
Orangedale (+ Prospect Avenue*)	1.7%	2
Lewis Mountain	0.8%	1
Little High	0.8%	1
University	0.8%	1
Westhaven	0.8%	1
McIntire*	0.8%	1
South 1st Street*	0.8%	1
All Charlottesville Resident Responses	100%	118

(*=self-reported name)

DEMOGRAPHICS OF SURVEY RESPONDENTS

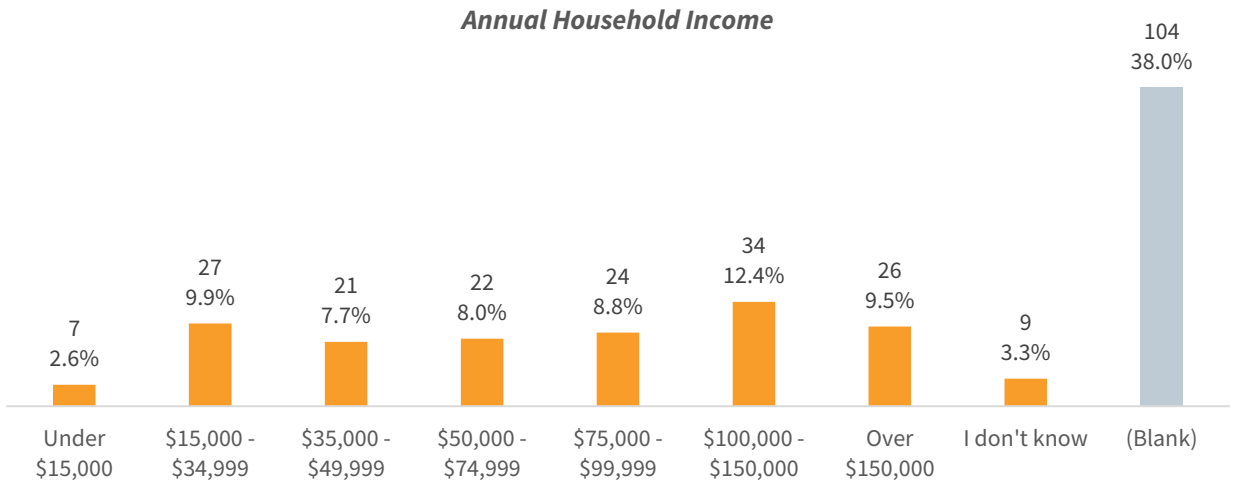
This section shows responses by various community demographics. Tables includes a comparison to American Community Survey estimates.



* "Prefer to self-describe" responses included Ashkenazi Jewish [2] and Mixed [1].

	2018 ACS 5-year Est.		November-December 2020 Survey			
Total	47,042	% City pop.	118 residents	% resident respondents	274	% all respondents
RACE / ETHNICITY						
White or Caucasian Alone	30,923	65.7%	73	61.9%	104	38.0%
Black or African American Alone	8,773	18.7%	27	22.9%	43	15.7%
Two or more selected	1,263	2.7%	2	1.7%	5	1.8%
Hispanic, Latino, or Spanish Origin (all) [1]	2,531	5.4%	n/a	n/a	n/a	n/a
Hispanic or Latinx Alone	n/a	n/a	3	2.5%	5	1.8%
Asian or Asian American Alone	3,356	7.1%	6	5.1%	6	2.2%
Other	44	0.1%	0	0%	0	0%
No response	n/a	n/a	1	0.8%	101	36.9%

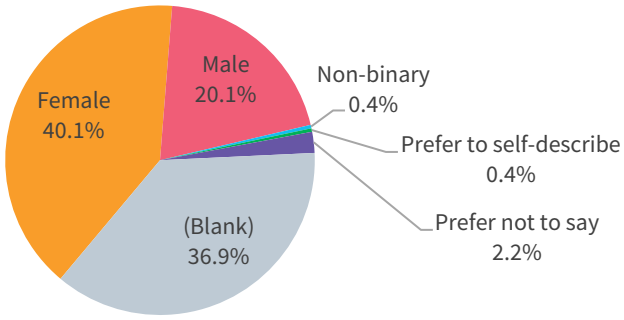
[1] The Cville Plans Together survey results related to identification as Hispanic/Latinx are presented in a line separate from the ACS results because the responses do not yield a direct comparison. The ACS asks separate questions about identifying as Hispanic, Latino, or Spanish origin and then race identification. The Cville Plans Together survey asked one combined question about race/ethnicity, as in the previous Comprehensive Plan survey from 2018, asking respondents to choose all relevant answers.



	2018 ACS 5-year Est.		November-December 2020 Survey			
Total	18,613	% City households	118 residents	% resident respondents	274	% all respondents
ANNUAL HOUSEHOLD INCOME[2]						
Under $15,000	3,042	16.3%	4	3.4%	7	2.6%
$15,000 - $34,999	2,911	15.6%	19	16.1%	27	9.9%
$35,000 - $49,999	2,348	12.6%	11	9.3%	21	7.7%
$50,000 - $74,999	2,740	14.7%	16	13.6%	22	8.0%
$75,000 - $99,999	2,082	11.2%	18	15.3%	24	8.8%
$100,000 - $150,000	2,797	15.0%	21	17.8%	34	12.4%
Over $150,000	2,693	14.5%	17	14.4%	26	9.5%
I Don't Know	n/a	n/a	8	6.8%	9	3.3%
(Blank)	n/a	n/a	4	3.4%	221	38.0%

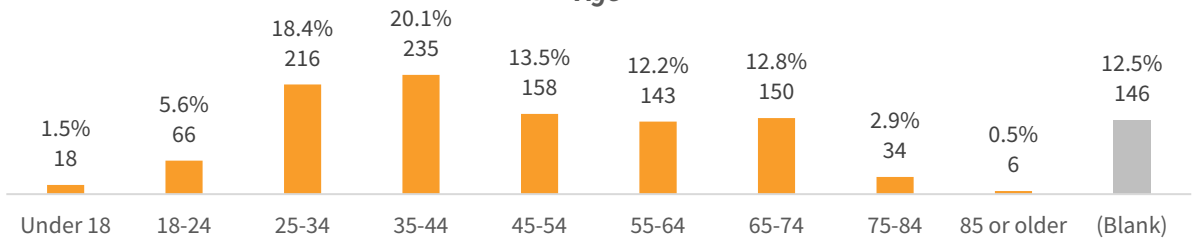
[2] ACS results for this question are compiled by household, and the Cville Plans Together survey likely had several instances where more than one person from the same household responded.

Gender Identity



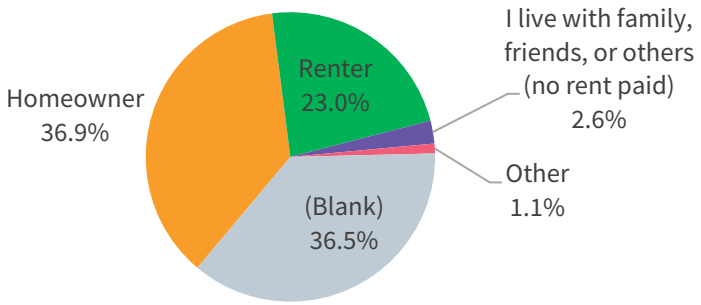
	2018 ACS 5-year Est.		November-December 2020 Survey			
Total	47,042	% City pop.	118 residents	% resident respondents	274	% all respondents
SEX/GENDER IDENTITY						
Female	24,212	51.5%	74	62.7%	110	40.1%
Male	22,830	48.5%	40	33.9%	55	20.1%
Self-described	n/a	n/a	1	0.8%	1	0.4%
No response	n/a	n/a	3	2.5%	107	39.1%

Age



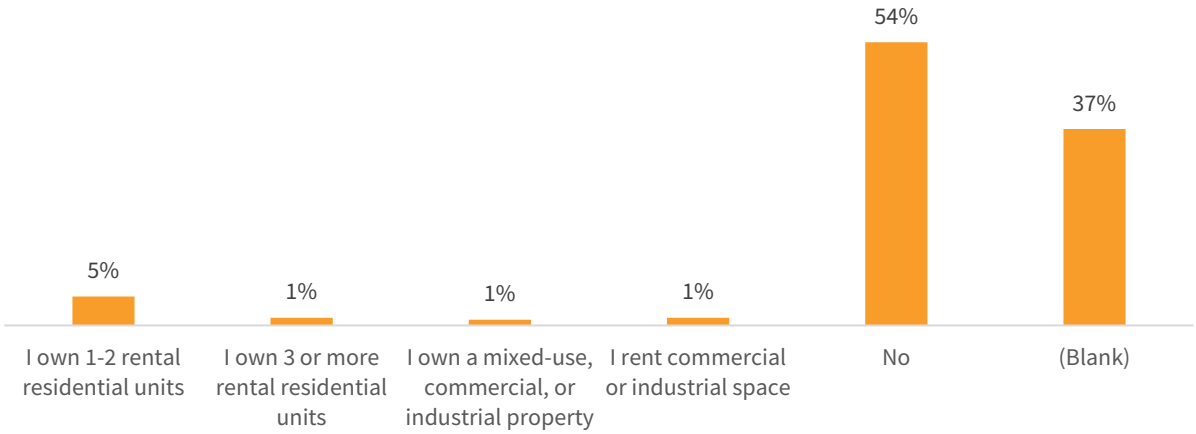
	2018 ACS 5-year Est.		November-December 2020 Survey			
Total	47,042	% City pop.	118 residents	% resident respondents	274	% all respondents
AGE						
<18	7,385	15.7%	2	1.7%	2	0.7%
18-24	9,532	20.3%	4	3.4%	6	2.2%
25-34	9,500	20.2%	26	22.0%	44	16.1%
35-44	5,772	12.3%	35	29.7%	48	17.5%
45-54	4,973	10.6%	18	15.3%	27	9.9%
55-64	4,841	10.3%	16	13.6%	23	8.4%
65-74	3,050	6.5%	12	10.2%	18	6.6%
75-84	1,331	2.8%	4	3.4%	5	1.8%
85 or older	658	1.4%	0	0.0%	0	0.0%
No response	n/a	n/a	1	0.8%	101	36.9%

Please tell us about your primary residence.



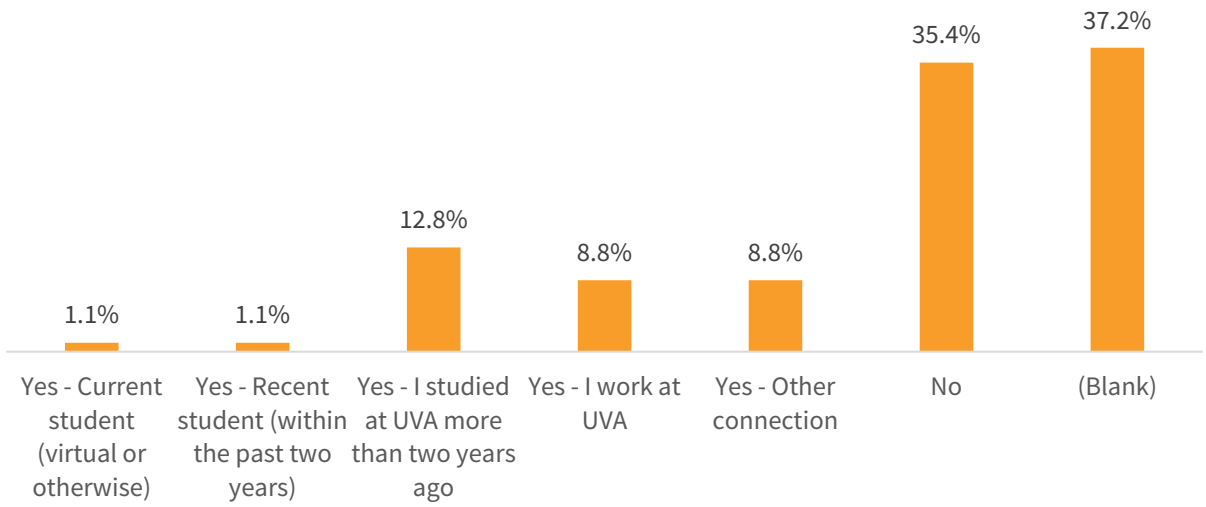
	2018 ACS 5-year Est.		November-December 2020 Survey			
Total	47,042	% City pop.	118 residents	% resident respondents	274	% all respondents
RESIDENCE: OWN/RENT3F.[3]						
Homeowner occupied	8,045	43.2%	73	61.9%	101	36.9%
Rental occupied	10,568	56.8%	38	32.2%	63	23.0%
I live with family, friends, or others (no rent paid)	n/a	n/a	5	4.2%	7	2.6%
Other	n/a	n/a	1	0.8%	3	1.1%
(Blank)	n/a	n/a	1	0.8%	100	36.5%

Aside from your primary residence, do you rent or own any property in the City of Charlottesville? (Select all that apply.)



[3] ACS results for this question are compiled by household, and the Cville Plans Together survey likely had several instances where more than one person from the same household responded.

Are you affiliated with the University of Virginia (UVA)? (Select all that apply.)



HOW DO SURVEY RESPONDENTS LIKE TO RECEIVE INFORMATION?

Survey respondents were asked how they prefer to receive information about city planning practices.

How do you prefer to get information about city planning processes? (Select all that apply.)		
Email alerts or newsletters	145	53%
Social media	49	18%
Visiting a website	37	14%
Online news sites	31	11%
Mailings (flyers, newsletters)	23	8%
Print newspaper	17	6%
Word of mouth from your friends/others	17	6%
Radio	15	5%
Text alerts	14	5%
Other (please specify): Job; Cville Slack; Charlottesville Tomorrow; C-VILLE Weekly		